



WXYZ

# ORDER

Print Date 11/12/12

Page 1 of 3

Flight Dates **09/20/12-09/26/12**

Contract / Revision      **304352 /**

Original Date / Revision  
07/11/12    10/31/12

Advertiser **Citizens Protecting Michigan**

Agency    **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Product

**Citizens Protecting Michigan's Con**

Agency Com    15%

Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	55	\$56,525.00	\$66,500.00	0.00	08/27/12	09/26/12	55	\$56,525.00	\$66,500.00
<b>Totals</b>	<b>55</b>	<b>\$56,525.00</b>	<b>\$66,500.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/20/12	09/25/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	11-11--	:30	4	\$1,600.00	P-4	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---21--		3				\$1,600.00		0.00			
		Week: 09/24/12	09/30/12	11-----		2				\$1,600.00		0.00			
N 2	WXYZ	09/20/12	09/20/12	5am News M-F 5am News M-F	CM	5-6am M-F	---T---	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$400.00		0.00			
N 3	WXYZ	09/20/12	09/25/12	6am News M-F Action News 6am	CM	6-7am M-F	11-21--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00



WXYZ

Print Date: 11/12/12

Page 2 of 3

Contract / Revision **304352** Flight Dates **09/20/12-09/26/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	09/20/12	09/25/12	6am News M-F Action News 6am	CM	6-7am M-F	11-21--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---21--					3	\$650.00		0.00			
Week:		09/24/12	09/30/12	11-----					2	\$650.00		0.00			
N 4	WXYZ	09/20/12	09/25/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-21--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---21--					3	\$650.00		0.00			
Week:		09/24/12	09/30/12	11-----					2	\$650.00		0.00			
N 5	WXYZ	09/20/12	09/25/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-1-21--	:30	4	\$700.00	P-4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---21--					3	\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WXYZ	09/17/12-09/23/12		M-F 11a-12n		11am-12pm M-F	---ThF----	:30		<del>(\$700.00)</del>		0.00	NM		
Credited															
Week:		09/24/12	09/30/12	-1-----					1	\$700.00		0.00			
N 6	WXYZ	09/20/12	09/25/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-21--	:30	5	\$450.00	P-4	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---21--					3	\$450.00		0.00			
Week:		09/24/12	09/30/12	11-----					2	\$450.00		0.00			
N 7	WXYZ	09/20/12	09/25/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-21--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---21--					3	\$700.00		0.00			
Week:		09/24/12	09/30/12	11-----					2	\$700.00		0.00			
N 8	WXYZ	09/20/12	09/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---11--					2	\$800.00		0.00			
Week:		09/24/12	09/30/12	111----					3	\$800.00		0.00			
N 9	WXYZ	09/20/12	09/26/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---11--					2	\$900.00		0.00			
Week:		09/24/12	09/30/12	111----					3	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WXYZ	09/24/12-09/30/12		6p News		6-630pm M-F	MTW-----	:30		<del>(\$900.00)</del>		0.00	NM		
Credited															
N 10	WXYZ	09/20/12	09/26/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---11--					2	\$900.00		0.00			
Week:		09/24/12	09/30/12	111----					3	\$900.00		0.00			
N 11	WXYZ	09/21/12	09/25/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-1--1--	:30	2	\$1,400.00	P-4	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$1,400.00		0.00			
Week:		09/24/12	09/30/12	-1-----					1	\$1,400.00		0.00			
N 12	WXYZ	09/20/12	09/25/12		CM	1135pm-1205am N-	-1-1---	:30	2	\$700.00	P-4	0.00	NM	2	\$1,400.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1135p-1205a											
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--- 1---		1			\$700.00		0.00				
Week:		09/24/12	09/30/12	- 1-----		1			\$700.00		0.00				
N 13	WXYZ	09/24/12	09/24/12	MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				MO 8-10pm Dancing											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----		1			\$10,000.00		0.00				
N 14	WXYZ	09/25/12	09/25/12	Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				Tuesday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----		1			\$10,000.00		0.00				
N 15	WXYZ	09/22/12	09/22/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-		1			\$350.00		0.00				
N 16	WXYZ	09/22/12	09/22/12	ABC College Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
				ABC's Cllge Ftbl 330-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-		1			\$2,500.00		0.00				
N 17	WXYZ	09/22/12	09/22/12	Access Saturday	CM	7-8pm Sat	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				Sat 7-8pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-		1			\$900.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	09/17/12-09/23/12		Access Saturday		7-8pm Sat	-----Sa--	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 17.2															
[early news Sa 7pm]															
2	NXYZ	09/22/12-09/22/12		Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30		\$900.00		0.00	NM		
Ⓜ MG for 17.1 09/22															
N 19	WXYZ	09/23/12	09/23/12	Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
				Spotlight SUN 930am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1			\$500.00		0.00				
N 20	WXYZ	09/23/12	09/23/12	This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
				This Week SUN 10am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1			\$2,500.00		0.00				
N 21	WXYZ	09/23/12	09/23/12	Early News Su	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
				Su 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1			\$700.00		0.00				
Totals														55	\$66,500.00